R. J. REYNOLDS TOBACCO COMPANY, INC.
U.S. MILITARY/DUTY FREE

DATE: November 15, 1995

TO: ROM's

SUBJECT: **U.S. Military Coupon/Discounting Strategy**

Attached, please find the revised/updated U.S. Military Coupon/Discounting Strategy for Full Price and Savings Brands. Please forward to any sales personnel in your Region with Military coverage accountability. Should no sales personnel in your Region have Military accountability, please disregard.

Thank you for your aasistance and please contact Ralph Gaillard, Richard Beck or a Military Region Manager if you have any questions.

R.J. Reynolds Tobacco Company/ U.S. Military/Duty Free BU

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Source: https://www.industrydocuments.ucsf.edu/docs/fgby0000